

Urban Design Guidelines for the Urban Village

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Evans & Rosedale Design Guidelines

1. Evans Avenue Goal

The goal of the urban design guidelines for the Evans & Rosedale Urban Village is to provide a clear, comprehensive approach to establish and maintain appropriate scale, relationships between buildings and streets, and positive visual imagery and architectural character within the Urban Village. The community's vision for the Urban Village as an economically and culturally vibrant community is reinforced through the use of appropriate standards for public and private investment. A coherent theme for the Urban Village can be accomplished by providing clear guidance for building orientation and style of physical elements such as signs, street furniture and lighting through descriptive narrative, relevant imagery and graphics.

2. Visual Themes

The visual and physical context of the Evans & Rosedale Urban Village should evoke the strong sense of the community's history as cultural, spiritual, and commercial nexus for the African-American population in Fort Worth, and simultaneously celebrate its re-emergence through the introduction of contemporary design elements and land use principles. The Urban Village should embody a sense of place where community history is communicated and the future is embraced in a livable, walkable, mixed-use activity center.

3. Structure of the Guidelines

The guidelines presented draw upon urban design concepts for the Evans & Rosedale Urban Village which include:

- Preservation of historically significant buildings and improving the appearance and use of the area's buildings by respecting the original architecture
- Encouraging mixed-use development which will stimulate the economic and cultural renaissance of the Urban Village
- Encouraging construction of new structures of contemporary design which are compatible with the architecture and scale of the surrounding historic buildings



EXAMPLE OF MIXED-USE RESIDENTIAL AND RETAIL



EXAMPLE OF MIXED-USE RESIDENTIAL AND RETAIL



EXAMPLE OF AMPHITHEATER



EXAMPLE OF PUBLIC-ORIENTED RETAIL USES

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- Recommending design elements to define the character and quality of streetscapes
- Creating enjoyable and functional public spaces

a. Preservation and Improvement of Historically Significant Buildings

Little is left in terms of the typical two story, turn of the century storefront once prominent in the area, particularly along Evans Avenue. However, there are significant structures which should be retained with a public-oriented use, to communicate the value of history and to stimulate an understanding of the culture in which these buildings were originally established. These include:

1. Mt Zion and Sunshine Cumberland Presbyterian Church Buildings

These two substantial church buildings form a gateway at the key entrance to Evans Avenue from Rosedale. They are valuable historic buildings which set the appropriate scale of Evans Avenue. Their architectural quality, fine materials and detailing, help to define the character and quality for new structures to be built in the area. These two church buildings, along with the parsonage building adjacent to the Sunshine Cumberland Presbyterian Church, should be preserved and maintained.

2. Tommy Tucker Building

This unique historic building is the former Our Mother of Mercy School, a private educational facility for African-Americans which was attended by many of Fort Worth's prominent African-American leaders of today. It is one of the most important buildings in the area to be retained. It should be integrated with the new Library building and play a key role in the community. See Part B of this Master Plan report for suggestions on its rehabilitation and proposed improvements.

3. NAACP Building

This one story structure plays a symbolic role in the community due to its most recent use as the NAACP headquarters and informal community museum. It should be retained, and has the potential to be developed as a new mixed-use combination of new and existing building fabric. See Part B of this Master Plan report for suggestions on its rehabilitation and proposed improvements.



MT. ZION CHURCH



SUNSHINE CUMBERLAND PRESBYTERIAN CHURCH



TOMMY TUCKER BUILDING



NAACP BUILDING

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4. Lucille Smith Restaurant Building

This wood structure at 924 Evans Avenue is in such poor condition that it appears it must be demolished. Given its historic importance in the neighborhood, however, it is suggested in this Master Plan that it be reconstructed with a new modern wing to provide a new restaurant and cooking school. See Part B of this Master Plan report for suggestions on its rehabilitation and proposed improvements.

5. Compassionate Church of God Building

This one-story structure has architecturally interesting brick archways which have been partially infilled. Based in part on an understanding that its congregation appears to be outgrowing the building, it is suggested in this Master Plan that it be retained and adapted as a local day-care center. See Part B of this Master Plan report for suggestions on its rehabilitation and proposed improvements.

6. Evans and Terrell Building

This one story brick structure has housed many functions including a grocery store. Its storefront has been infilled with brick. Due to its substantial character and defining relationship to both Evans and Terrell Avenues, it should be retained and re-used as a public-oriented building, such as a nightclub for live music as suggested in this Master Plan. See Part B of this Master Plan report for suggestions on its rehabilitation and proposed improvements.

7. Theater Building at Terrell and Evans

This building, most recently used as Pinkston's Funeral Home, plays an important role in defining the north end of Evans Avenue. It should be retained and has the potential for renovation as a new theater and cultural center. See elsewhere in the Master Plan report for suggestions on its rehabilitation and proposed improvements.

b. New Mixed-Use Development

The revitalization of the Urban Village will depend on the repopulation of the area with new structures which bring pedestrian-oriented activity and economic vitality. Mixed-use development will provide one of the most important aspects of this revitalization. Key issues include:

1. Active, Public-Oriented Street Level Uses

Street level uses should be open to passersby and invite interaction along the street. Storefront retail uses which relate



LUCILLE SMITH RESTAURANT BUILDING



COMPASSIONATE CHURCH OF GOD BUILDING



EVANS AND TERRELL BUILDING



THEATER BUILDING AT TERRELL AND EVANS

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to the immediate community are most encouraged, with an emphasis on those retail uses which (a) relate to the historic and contemporary African-American community setting, such as Afrocentric music and clothing stores, (b) those uses which provide convenience retail to the local community, such as a grocery store or drugstore, and (c) those uses which will attract heritage tourism to the area, such as African-American cuisine restaurants and jazz and blues performance space. Bringing restaurant/retail activities out to the sidewalk area, with sidewalk café seating, is strongly encouraged. See part B in this Master Plan report for suggestions on specific uses and the discussion of these issues at the August 2004 Community Workshop.

2. Upper Floor Uses

It is very strongly encouraged that new buildings be built with upper floors rather than as single story buildings, for reasons of scale discussed in the next section, and for reasons of density. The Urban Village is intended to be the highest density in the area, to have the greatest land value. Building density in the Urban Village is important to establish the value of the land, to provide economic intensity, and to provide a critical mass of new residents to stimulate a vibrant and safe new street life. The mixed-use zoning in place, MU-1, permits single-use buildings of up to three stories, and mixed-use buildings of up to five stories, in the Urban Village. In the First Phase, therefore, new structures are recommended to have two upper stories in addition to the street level, and in the Future Phase up to four upper stories, in addition to the street level. Recommended upper floor uses are (a) residential, to encourage the establishment of a new urban neighborhood focus, and (b) professional office space, to encourage a revitalized professional presence in line with historic precedent, and to help build a market for daytime retail activity. Single-story structures are discouraged, particularly large, single use establishments, which have the potential to overly dominate the desired variety in the economic market, and the fine-grained scale of the Urban Village. See Part B of this Master Plan report for specific suggestions for building uses.

3. Cultural and Themed Uses

A strong consensus emerged in the course of the Community Workshop in August 2004, on the desirability of cultural uses in the Urban Village, to promote its identity as a cultural area and as a center for African-American heritage. Culturally related uses, particularly those which relate to African-American heritage and the history of the neighborhood, are therefore highly encouraged. See Part D of this Master Plan report for specific suggestions as to cultural theming.

c. Appropriate Building Scale and Character

The construction of appropriately designed new structures will help to define streetscapes, provide signs of new life in the Urban Village, and define the character and quality of the revitalized neighborhood. These new structures should be of contemporary design, compatible with the architecture and scale of the surrounding historic buildings. While specific architectural references to historic buildings may be appropriate, overall building design should reflect contemporary life in the Urban Village rather than a "theme park" atmosphere. Specific building style is not intended to be regulated, however, key aspects of building design and relationships to streets and open spaces are important to achieve a successful unity within the Urban Village. These include:

1. Massing and Height

With few exceptions (see below), buildings should be a minimum of three stories in height. This height, which is less than the maximum of 5 stories permitted by the MU-1 zoning for the Urban Village, is needed to provide a significant building scale and presence to define new streetscapes. This is particularly important for Evans Avenue, which is very wide and therefore not well spatially defined by existing structures. Three story buildings will provide building elevations with proportions which can be well balanced, with a clearly defined base, midsection and cornice or roofline. Exceptions can be permitted for cultural buildings such as the Library, Museum, Theater, and Public Health Center, which will have higher floor heights due to their public uses, and existing buildings such as the church buildings, restored Lucille Smith restaurant building and the proposed music club building at Evans and Terrell. For future phase buildings north of Terrell Avenue, heights of up to five stories are encouraged to provide greater urban intensity.

2. Setbacks from Lot Lines

Buildings should face the street with little or no setback. Building facades should form a consistent edge along the street frontage, defining the space of the street and making street level uses accessible to passersby. At the Evans Avenue Plaza, a new frontage line is defined in the Master Plan for buildings fronting the plaza, which should be observed to define the space of the Plaza. Surface parking and/or loading areas will not be permitted between the front or side lot lines and the building (exceptions permitted for the Public Health Center along the I-35W frontage road, and the Library along Missouri Avenue, due to their specific early first phase security needs). Setbacks from side lot lines are

discouraged, except where public spaces, whether publicly or privately owned, are recommended in the Master Plan, as continuity of building facades along street frontages is important to define the space of the street. Setbacks from rear lot lines are required only where commercial uses, or mixed-use buildings with commercial activities at the street level are adjacent to residential uses, as at the east side of Evans Avenue. In these areas a minimum setback of five feet is required from any lot line adjoining a residential use. Greater setbacks currently required by Fort Worth City zoning should be waived for these areas to permit developable parcels in the Urban Village. See Part B of this Master Plan report for suggested footprints for individual buildings within the Urban Village.

3. Active, Open Street Level Character

The street level of buildings within the Urban Village should incorporate storefront windows and transparency wherever possible. The street level of each building should have an open, accessible quality defined by pedestrian scale elements, such as a regular rhythm of columns or piers. Shade and shadow patterns should be created with porches, entries, and the depth of door and window openings. Overly tinted, reflective or opaque glass should be avoided. Building entrances should be clearly articulated using overhangs, awnings, canopies, recessed openings, and similar forms. Corner entrances can create strong visibility at intersections. Appropriate lighting should be provided to maintain transparency at night. The full height of storefront windows should be kept open and well lit; low dropped ceilings or other obstructions at the interior of the storefront should be avoided.

4. Façade Design and Materials

Facades of new buildings should be of contemporary design reflecting the quality of historic buildings in the neighborhood, such as the existing church buildings and fine historic residences. Permanent, high quality materials such as brick and stone are encouraged. Stucco, wood, cement board siding simulating wood, and metal panels are also acceptable, providing that there is sufficient quality of detail and development of depth in the façade. Porches, balconies, façade recesses and projections, recessed door and window openings, railings at roof decks, and cornices are encouraged to provide shade, shadow and pedestrian scale architectural detail. Overly tinted, reflective and opaque glass should be avoided. Exterior materials should be durable and easy to maintain. Mechanical equipment and attendant grilles and openings should be carefully accommodated within the façade or should be screened from view.



EXAMPLE OF MIXED-USE DEVELOPMENT



EXAMPLE OF BANNER SIGNAGE

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d. Streetscapes

Streetscapes create a safe and comfortable environment for those experiencing the space, promote public activity, and define and provide a sense of place and continuity within a geographic area. The streetscapes in the Urban Village should reflect a pedestrian scaled atmosphere of a traditional "Main Street" with a vibrant mixed-use core. Key elements should accommodate various modes of transportation – vehicular, pedestrian, bicycles, and transit. These linkages through the Urban Village should promote a balance between vehicular and pedestrian movement. Certain elements should be common to all streetscapes in the Urban Village, while each street is also recommended to develop its own individual character.

1. Streetscapes Generally

The Evans Avenue streetscape has contributed greatly to the revitalization of the neighborhood, and will continue to help make the Urban Village an attractive and inviting place for residents and visitors to shop, enjoy leisure outings, and cultural activities. The streetscapes for the Urban Village should be considered the unifying design element that ties together the historic structures, open space, and new development components of the plan. Reshaping the streets in the Urban Village – Evans Avenue, Terrell Avenue, and Missouri Avenue – by emphasizing the pedestrian experience will help to tie the adjacent single family residential district into the fabric of the Urban Village.

The proposed streetscape elements for Evans & Rosedale Urban Village include the use of street trees and street furniture that will provide shade and a comfortable environment during the warm summer months and paving that integrates the existing red brick theme. The recommended African-American theme of these elements is intended to reinforce the rich history of the Evans & Rosedale community and emphasize the pedestrian focus.

It is important to note that streetscape improvements must be closely coordinated with new development that comes on-line within the Urban Village to avoid redundant efforts. This is particularly important in terms of planning for infrastructure improvements that will be required as part of the new development. Currently, the existing utility infrastructure is not adequate to support the proposed development.

The streetscape development process will need to consider the impact of utility expansion in the right-of-way along with the placement of paving materials, signage, trees, and

furniture to ensure disruption of the streetscape is minimized as development occurs in the Urban Village.

2. Paving

The existing brick paving used for the Evans Avenue streetscape and plaza should serve as the basic design inspiration as new streetscape elements of the Urban Village are introduced. The overall goal is to present a consistent design theme. However, it is critical that as development occurs, the new sidewalks and paving incorporate the African-American and cultural heritage theme expressed in the Master Plan. The theme selected should respect the existing streetscape and build upon it.

Potential elements to consider include the continuation of the 'red brick' color scheme in sidewalk and paving, with the introduction of the use of sidewalk mosaics and plaques to designate the route of the cultural tour and identify the historic locations along Evans Avenue, Rosedale Avenue, Terrell Avenue, and Missouri Avenue. Sidewalks should be a minimum of 6 feet with planting wells. Note: The new Evans Avenue sidewalk varies in width from 6 feet at the head-in parking areas, 16 feet at the parallel parking areas, and 24 feet at the crosswalks - Evans and Terrell and Evans & Rosedale.

3. Street Trees

According to the National Arbor Day Foundation, "Trees can be a stimulus to economic development, attracting new business and tourism. Commercial retail areas are more attractive to shoppers, apartments rent more quickly, tenants stay longer, and space in a wooded setting is more valuable to sell or rent." Likewise, street trees will play an important role in providing a pleasant environment within the Urban Village as well as serving an environmental role in reducing the cooling energy requirements for a neighborhood, managing urban run-off and contributing to improved air quality. Shading of paved areas has a direct result on the "heat island effect"; studies have shown a temperature difference of up to 8 degrees between areas with high tree canopies and areas with no trees. Street tree shading of streetfront buildings can also substantially reduce building cooling requirements, saving energy and producing a more pleasant environment.

Along Evans Avenue, the insufficient tree pit size and limited maintenance has left most of the street trees along Evans Avenue and in the plaza area in poor condition. Most of the street trees along Evans Avenue need to be replaced with one of the following species of street tree. These species are

especially hardy, thereby minimizing the need for watering:

Shumard Oak	Quercus Shumardi
Live Oak	Quercus Virginiana
Ginkgo	Ginkgo Biloba
Crape Myrtle	Lagerstroemia Indica
Bald Cypress	Taxodium Distichum

Recommended street tree improvements include a planting plan that will establish a successful street tree canopy. The plan should address the Master Plan themes established for the following key areas:

- Evans Avenue: trees should provide adequate shade, as well as visually reinforcing the street border and the image of Evans Avenue as the main street of the Urban Village. Shaded seating areas should be provided.
- Rosedale Avenue: trees should be larger and more significant in caliper so that they frame and present Rosedale Avenue as the major gateway into the Urban Village.
- Terrell Avenue: trees should emphasize the grand residential boulevard concept proposed.
- Missouri Avenue: Street trees should be more intimate in scale, in keeping with a smaller scaled shopping street.

4. Street Furniture

Apart from the new Evans Avenue streetscape, there are few street furniture elements currently located in the Urban Village. All new elements such as trash receptacles, newspaper stands, street lights and benches that are introduced should strongly reflect and incorporate African-American themes as presented in the Power of Place section of the Master Plan, and the existing style installed by city standards should be phased out over time. The elements selected should ensure continuity of the African-American theme and Evans & Rosedale history throughout the Urban Village. Once the themed street furniture for the entire Urban Village is selected, only the approved elements should be installed.



EXAMPLE OF STREETSCAPE



EXAMPLE OF STREETSCAPE



EXAMPLE OF MIXED USES WITH STOREFRONTS

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Particular attention should be paid to the following areas for the introduction of well themed street furniture.

Evans Avenue

- Lucille Smith Restaurant outdoor seating area
- Library – corner of Verbena Street and Evans Avenue
- NAACP building - corner of Verbena Street and Evans Avenue
- Plaza pedestrian linkages to the proposed mixed-use development and new library
- Corners of East Pulaski Street – proposed destination restaurant and the Women's building

Missouri Avenue

- Proposed Museum – corner of Missouri and Verbena Street
- Mid-block section of the Public Health Center and Museum
- Gateways & Cultural Park
- Verbena and East Rosedale Street
- Terrell Avenue

Elements installed in these locations should be low maintenance and vandal/graffiti resistant.

General observations in the Urban Village indicate that littering is a problem. During workshops the community expressed that there is an insufficient number of trash receptacles, particularly when special events are held in the plaza. Additional trash receptacles along Evans Avenue should be provided as well as along Missouri Avenue where significant public facilities and private development is planned. In terms of community events; special arrangements should be made for temporary trash receptacles.

5. Signage

Signs and banners provide another creative method to reinforce the African-American theme and promote the cultural identity of the Evans & Rosedale Urban Village.

Several artists participated in the planning process and provided useful information as to how the use of art banners could support the heritage tour concept for the Urban Village. Suggestions included the banners that celebrate the contributions of community icons such as Lucille Smith, William Gooseneck McDonald, and members of the community quilters guild.

All street lights for the Urban Village should be designed to display banners with priority given to major streets such as Evans Avenue, Terrell Avenue, and Missouri Avenue. These banners would reflect the unique character of the Urban Village and should be used year round as a way to promote the community, to present the history of Evans & Rosedale, and advertise special events and festivals.

Recommended locations for banners include:

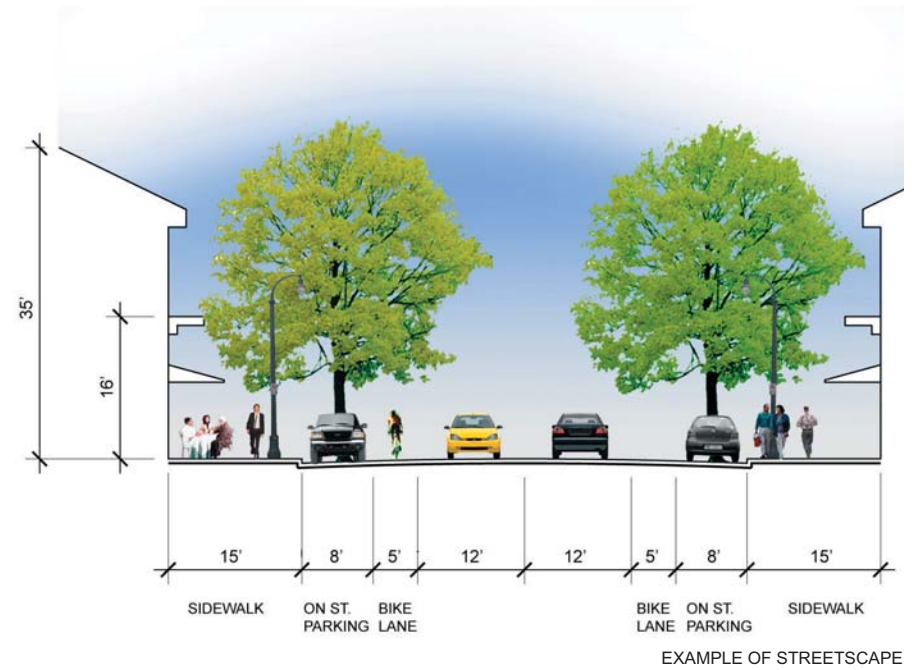
- Evans Avenue
- Missouri Avenue
- Gateways – Terrell Avenue & Rosedale Street
- Intersection of Rosedale, Verbena and I-35W Service Road

6. Urban Village Gateways

Elements such as signs, plantings, and significant public art create a sense of arrival into special areas of a community. The gateways of the Urban Village should highlight the heritage and historic background of the Evans & Rosedale community through the installation of signature lighting, heritage art, and continuation of paving treatment.

e. Creating Enjoyable and Functional Public Spaces

Public spaces are critically important to the life of any community. In addition to providing places of play, rest, and social life, they are symbols of the community, and are among the strongest communicators of a sense of place in a neighborhood. They help to provide orientation for visitors, and links between one part of a neighborhood and others. They often play a role in environmental sustainability by providing "green lungs" for adjacent development. Within the Evans & Rosedale Urban Village, several public open spaces of varying size and location are called for in the Master Plan:



Urban Design Guidelines for the Urban Village

1. New Cultural Park

At the main entrance point to the Urban Village from Rosedale and I-35W, the roughly triangular piece of land bounded by Verbena, Missouri and Rosedale Streets is proposed as a new Cultural Park. This park will play many roles: (a) as a landmark/gateway open space greeting residents and visitors with sun, light and greenery, it will be a positive first image; (b) by maintaining visibility along Verbena, many elements of the Urban Village will be visible from the entry point and not blocked by buildings - this also provides for better signage and orientation by car; (c) the park will provide a setting for the new Community Tower, a substantial landmark/ gateway structure; (d) the park will act as a forecourt for the new Museum/Cultural headquarters; (e) the park will provide a setting for major pieces of public art, soft and paved areas, trees, seating and play areas.

The Park should be designed as a single entity, coordinated with the Community Tower. Paving should be of an equal or better quality than that in the Evans Avenue Plaza, but it may vary in character and variety and may reflect African-American cultural tradition in its layout and materials. Grassy lawn areas should be provided for play, and as a setting for public art. Major pieces of public art are envisaged, with an emphasis on pieces which can be seen in the round, are of a scale to be visible from surrounding streets, which are uplifting and positive, and which reflect the culture of the community.

Trees should be located along the edges of the park to help define its space, but they should be carefully selected to provide open views at eye level. The Community Tower should be located at the east edge of the park to provide for maximum visibility by day and by night, both from the Rosedale entry point and from the I-35W freeway. Seating elements of a contemporary design, perhaps reflecting African-American cultural themes, should be provided. New lighting should reflect the contemporary and cultural role of the park and the Community Tower.

2. Enhanced Evans Avenue Plaza

The new Evans Avenue Plaza has already become a catalyst in the renaissance of the Evans & Rosedale Urban Village. It has become a venue for the Juneteenth celebration, and a place to celebrate the community's heritage with its thoughtfully designed plaques, trees, fountain, seating and lighting. As suggested in Part B of this report, the Plaza should be enhanced to play an

even stronger role in the life of the community. Proposed improvements include (a) definition of the space of the Plaza with two and three story buildings on all four quadrants; (b) enhanced capability to support live events with permanent amphitheater elements; (c) incorporation of temporary or removable shade structures; (d) consideration of the replacement of the Evans Avenue balustrade with open steps; (e) reconsideration of the details of the sculpture, water feature design and lighting; (f) replacement of the trees with more hardy specimens, and (g) replacement of, or addition to, the trash receptacles, for greater capacity.

It should be noted that the proposed enhancement involves additional paved areas to make the Plaza larger, for the amphitheater elements and for circulation to the new mixed-use buildings surrounding the Plaza. This is expected to result in a more successful environment for the commercial elements at street level, and to make the Plaza a more successful gathering space for live events. New paving and amphitheater elements should match the existing paving at the Plaza in quality, color and finish. Enhanced sculptural elements should be selected in dialogue with the community. Improved lighting should include replacement of the lights strung along overhead lines with carefully selected and placed uplights and spotlights.

3. Open Space between Public Health Center and Museum

The location of the Public Health Center at Parcel 1D permits a public open space connection to the Evans Avenue Plaza, on axis with the plaza and extending from Missouri Avenue towards the I-35W access road. This open space effectively continues the open space of East Pulaski Street through the Plaza, and provides public access to both the Public Health Center and the Museum. It should be primarily a paved space, with paving equal or better in quality to the Evans Avenue Plaza, though it may vary in character and variety and may reflect African-American cultural tradition in its layout and materials. A row of trees along the edge of the Museum parking area is recommended; a large existing tree on the Museum site, which provides a green terminus to the view along East Pulaski Street from the east, should be retained and its roots protected in the design of paving, planting and tree grate details. Lighting and other street furniture should be chosen carefully to harmonize with surrounding streetscapes.

4. East Dashwood and East Humboldt Street Open Spaces

These predominantly paved open spaces, to the north and south of the restored Lucille Smith restaurant, between Evans Avenue and Missouri, help to continue the visual axes of East Dashwood and East Humboldt Streets and therefore to provide connectivity in the urban fabric. They also provide informal small-scale spaces for gathering, seating, etc. adjacent to the restored Lucille Smith Restaurant. Paving should be of equal or better in quality to the Evans Avenue Plaza, though it may vary in character and variety and may reflect African-American cultural tradition in its layout and materials. Planting may be provided in selected areas to convey a "garden" scale, while not obstructing sight lines and through routes for pedestrians. Lighting and seating elements should be chosen carefully to harmonize with the surrounding streetscapes, and to convey an appropriate sense of scale in the vicinity of the restored Lucille Smith Restaurant and larger adjacent structures. These spaces may be built as part of the Lucille Smith Restaurant restoration, or as part of adjacent mixed-use development; in any case, the development of open space elements on all of these parcels should be coordinated.

5. Dashwood Park

A small neighborhood park is proposed along the axis of East Dashwood Street between Missouri and the I-35W Access Road, which permits the healthy retention of several large existing trees. The park provides a green terminus to the view along East Dashwood Street from the east, and a pleasant outlook and play space for multi-family residences in the Future Phase Mixed Use Development on Parcel 4A. The park is envisioned as a soft green space, predominantly green lawn with new and existing trees for shade. Playground equipment may be desirable; lighting, seating and other site furniture should be provided consistent with the character of an urban park (adequate lighting is particularly important for safety). Since the First Phase Public Health Center may use some of this space for parking, the park may not be feasible until the Future Phase. Care should be taken to protect existing trees, which should be retained, and their roots protected in the design of paving, planting and tree grate details.



EXAMPLE OF MIXED-USE DEVELOPMENT



EXAMPLE OF STREETSCAPE WITH STOREFRONTS



EXAMPLE OF MIXED-USE DEVELOPMENT

6. District Logo: Examples

Through numerous meetings with the community it was suggested that consistent symbols be used for signage for businesses and retail throughout the district. Further, it was suggested that the primary symbols to be used should be generated from Adinkra Symbols (the first pictographic alphabets from west Africa), as well as use themes of the black cowboy, the civil rights movement, and Juneteenth. Included are examples of Adinkra Symbols that could accompany both new and existing business sign and awning design to promote consistency in heritage business promotion throughout the district.

Heritage District Logo as Awning Design
Adinkra Examples as part of Heritage Street Museum Concept



peacemaking, reconciliation



learn from the past



greatness, charisma, leadership



democracy, unity in diversity



EXAMPLE OF BANNER SIGNAGE



EXAMPLE OF POSTED SIGNAGE



EXAMPLE OF BANNER SIGNAGE



EXAMPLE OF AWNING SIGNAGE